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BBMBMC 314

Credit Based V Semester B.B.M. Degree Examination, Oct./Nov. 2014
(2012 Scheme)

MARKETING MANAGEMENT – I (Elective)
Marketing Research

Time : 3 Hours

Max. Marks : 120

- Instructions :**
- 1) Section – A : Answer in **one** or **two** sentences **each**.
 - 2) Section – B : Answer in **not more than two** pages **each**.
 - 3) Section – C : Answer in **not more than six** pages **each**.

SECTION – A

(2 marks each)

1. Answer **any ten** questions :

(2×10=20)

- a) What is the need of marketing research ?
- b) What is literature research ?
- c) What do you mean by Pilot study ?
- d) Define sample.
- e) What is census survey ?
- f) What is selective distortion ?
- g) What is the meaning of discretionary income ?
- h) Who are split loyals ?
- i) What is differentiated marketing ?
- j) What do you mean by target marketing ?
- k) What is government market ?
- l) Give the meaning of 'Buying centre'.

P.T.O.



SECTION – B
(8 marks each)

Answer **any five** questions :

(8×5=40)

2. Discuss the nature and scope of marketing research.
3. Distinguish between market research and marketing information system.
4. What do you mean by pretesting the questionnaire ? What are its uses ?
5. Write a note on observation method of conducting marketing research.
6. What are the benefits and drawbacks of market segmentation ?
7. Briefly explain the different types of buying situations.
8. Explain Economic model of consumer behaviour.

SECTION – C
(20 marks each)

Answer the following questions :

(20×3=60)

9. Define Marketing Research. Explain marketing research process.

OR

Briefly explain the bases for market segmentation.

10. What is a Questionnaire ? Explain the various steps involved in the preparation of a questionnaire.

OR

Define consumer behaviour. Explain the various factors influencing consumer behaviour.



11. a) Explain the organisational buying process. 10

b) Case Study :

Xerox is a company which is known worldwide for its photocopying machines. In the developed countries it has many successful brands in its portfolio. In fact, in these countries it is acclaimed as the leader in variety of business machines.

However in India, Xerox is known more for photocopying machines. It does not have any name in the field of printing machines. On the other hand, customers associate printing machines with successful brands like canon and H.P.

Now Xerox is planning to popularise its range of printing machines in India. But the greater barrier it is facing is that customers are very loyal to canon and H.P. Infact, they are loyal to the extent that despite high advertising, the Xerox brand has not been able to get its brand awareness right for printing machines. Xerox is still optimistic, because their product is far superior to the products of their rivals.

Questions :

- 1) In a situation like this, what should Xerox do to attract the attention of the customers ? 5
- 2) How can Xerox grab dominating share in printing machine market dominated by the rivals ? 5
